

EMPLOYMENT OPPORTUNITY ANNOUNCEMENT

DEPARTMENTS OF THE ARMY AND AIR FORCE
OFFICE OF THE ADJUTANT GENERAL
NORTH CAROLINA NATIONAL GUARD
HUMAN RESOURCES OFFICE
4105 REEDY CREEK ROAD
RALEIGH, NORTH CAROLINA 27607-6410

ANNOUNCEMENT #: ARNGT 06-095

OPENING DATE: 7 April 2006

CLOSING DATE: 8 May 2006

ANTICIPATED FILL DATE: 11 Jun 06

POSITION TITLE AND NUMBER

Public Affairs Specialist
PDCN 70609000, MD # 1210-403

UNIT/ACTIVITY AND DUTY LOCATION

JFHQ-NC-PAO, NCARNG
Raleigh, North Carolina

GRADE AND SALARY (Includes Locality Pay of 15.57%)

GS-1035-09 \$44,119.00 - \$57,360.00 (Trainee)per annum

GS-1035-11 \$53,381.00 - \$69,399.00 per annum

EMPLOYMENT STATUS

Excepted Service

WHO CAN APPLY: The area of consideration for this announcement is the STATEWIDE. Applications will only be accepted from current Excepted employees of the North Carolina National Guard, current military members of the North Carolina National Guard and any person that is eligible and willing to enlist in the North Carolina Army National Guard.

HOW TO APPLY: Interested applicants may apply by submitting an Application for Federal Employment (Standard Form 171), Optional Application for Federal Employment (Optional Form 612), resume or any other form of application. It is required that the Knowledge, Skills and Abilities (KSA) listed below be addressed and attached to the application. The application and KSA Statement should be mailed to the North Carolina National Guard, ATTN: JFHQ-NC-HRO, 4105 Reedy Creek Road, Raleigh, NC 27607-6410, to be received not later than the close of business on the above indicated closing date. **NOTE:** Information that must be provided when applying for a technician position is as follows: announcement number; name; address; telephone number; social security number, date of birth; citizenship; education; work experience; and other job-related qualifications. For more information, call 1-800-621-4136 ext. 6172/6431.

QUALIFICATIONS REQUIREMENTS: Must have 24 months of specialized experience for GS-09 or 36 months specialized experience for GS-11 which demonstrates that the applicant has acquired the below listed KSA's.

KNOWLEDGE, SKILLS ABILITIES (KSA's)

Below are listed the KSA's for this position. Applicants must address each KSA individually in paragraph format by explaining any civilian and military work experience (with dates) that provided that KSA. It is required that this statement be attached to the application. Failure to do so will result in the applicant not being considered for this position. For more information or assistance, call 1-800-621-4136 ext. 6172/6431.

- 1.-- Knowledge of and skill in modifying or adapting standard communication methods to new informational materials with the goal of enhancing public, special interest group or NG member's understanding and support of NG programs and/or significant issues.
- 2.-- Knowledge of and skill in gathering and evaluating data from a variety of sources concerning the effectiveness of communication programs in reaching their target audience.
- 3.-- Knowledge of and skill in developing new informational materials, including news releases, internal publications, fact sheets and radio and television spots.
- 4.-- Knowledge of communication skills (written and verbal) sufficient for developing UPAR's Public Affairs training materials and administrative skills sufficient to oversee and evaluate the UPAR's training program.
- 5.-- Knowledge of organizational and research skills sufficient to locate archived subject specific print and broadcast media materials, and use these as a basis for developing current articles on the same subject or issue.
- 6.-- Knowledge of NG programs and ability to apply judgment skills sufficient for determining whether controversial information should be released for internal/external public use.
- 7.-- Skill in developing and maintaining effective relationships with media representatives, community groups and other internal/external audiences, to ensure open lines of communication between the state's NG PA office and its audiences.

CONDITIONS OF EMPLOYMENT: 1. Occupants of this position must maintain continuous military membership in the North Carolina Army National Guard (NCARNG). NCARNG status (military grade, MTOE or TDA assignment, MOS/SSI, military unit) and experience must be entered on the application. The recommended applicant will not be approved for appointment until they occupy a compatible MOS in the NCARNG shown under Military Assignment on the reverse side of

this announcement. 2. The applicant selected for this position will be required to participate in the Direct Deposit/Electronic Fund Transfer Program.

EVALUATION FACTORS USED: Personal interviews, review of application and the KSA Statement.

MILITARY ASSIGNMENT: Assignment to a compatible Officer position in the unit of assignment in the NCARNG is mandatory. (CMF: 46A)

PRINCIPAL DUTIES AND RESPONSIBILITIES: Assists the Public Affairs Officer in the formulation of long-range plans and policies to enhance public understanding, support and acceptance of Public Affairs programs and/or activities statewide. Researches and develops informational materials and complete communication campaigns for release to audiences through electronic and newspaper media. Prepared materials explain or describe the mission of the NG, NG accomplishments, policies, programs or actions taken to ensure the NG's compliance with state and federal regulatory requirements. Written materials include news releases, display advertisements, fact sheets, feature stories, background statements, special reports, etc. Coordinates the analysis of response data on communication campaign effectiveness with programs managers. Responds to media requests for information of both a routine and controversial nature. Prepares or assembles information kits, edits informational materials drafted by subordinate public affairs specialists or unit UPAR's, releases photographs and/or feature stories to the news media, coordinates media interviews with NG subject matter experts and arranges photographic and electronic media coverage of newsworthy NG events. Maintains close working relationships with officials of various civic, media and community groups and Department of Defense personnel, as well as state and national government officials outside the NG. Provides training to UPAR's on PA program policies, practices and processes. Coordinates and evaluates the effectiveness of training and training materials and develops recommendations for program enhancement. Reviews all press releases, feature stories, background statements, special reports, etc., developed by UPARs, prior to their release to the media. Creates new or adapts or modifies accepted communication campaign formats to reach a target audience with a specific message. The selection of a communication campaign format is based on an analysis of targeted audience demographics and message content. After an informational campaign has been implemented, solicited and unsolicited response data is gathered to assess campaign effectiveness in reaching the target audience. If the campaign's results do not meet expectations, the incumbent identifies issues of concern, develops alternatives and after discussing these with the appropriate administrative personal, implements the most appropriate option. Performs other duties as assigned.

INSTRUCTIONS TO COMMANDERS/SUPERVISORS: This position vacancy announcement will be given the broadest possible dissemination. A copy of this announcement will be posted to your unit/activity bulletin board.

ADDITIONAL INSTRUCTIONS: 1. Participants in the Selected Reserve Incentive Program will be administered as prescribed by NGB Pamphlet 600-15. 2. Applicants are requested to identify, on a separate sheet of paper, their race and national origin from one of the following categories; Male or Female; American Indian or Alaskan native; Asian or Pacific islander; Black, not of Hispanic origin; Hispanic; White, not of Hispanic origin. Submission of this information is voluntary and will be used in support of the NCNG Equal Employment and Affirmative Action Programs. 3. A PCS will not be authorized for the individual selected for this position unless agreed upon in advance by HRO and a PCS order is prepared prior to effective date. Applicants will be advised in writing at the interview. 4. Males born on or after 1 January 1960 must be registered with the selective service in order to be considered for federal employment.

INFORMATION SUBMITTED WILL BE USED ONLY IN ACCORDANCE WITH THE PRIVACY ACT OF 1974

DISTRIBUTION: A, B-3, C-3, G-25, H-3, J-3, K-3, M, N-12, P-9, Q, W-2, Y-2, R: HRO-1, AGAV-1, AGCS-3, DCSANG-1, DCSLOG/G4-4, DCSOI-3, DCSPER-3, FMCB-2, IG-1, SCSM-1, SRAA-1, VCSOP-1